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English 106 Advanced Writing

Marketing Influences through Strategic Campaigns and Sustainability

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Dr. Hendricks
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Introduction

The father of advertising, David Ogilvy, once stated “If it doesn’t sell, it isn’t creative.”¹ This ideology has only expanded from the time of Ogilvy because consumers prioritize brand ethics and involvement more so than ever. Certain companies marketing strategies have transcended others by thinking outside of the box, therefore, affecting the public’s relationship with the brand and purchasing decisions. As consumers, we are marketed multiple times a day, and often we make subconscious decisions on what brands we prefer. Marketing officers aim to be impressionable through their strategies which range from billboards, television commercials, advertisements popping up on our favorite social media applications and even strategically placed store fronts. We attribute certain figures to companies, and for better or worse this is how companies cement their brand into the mind of the consumer. An example of this is the Progressive spokesperson Flo. She is an outspoken representation of how Progressive markets and their business strategy moving forward by illustrating their low-priced insurance options.

What goes over our head is the extensive amount of planning and research that goes into each strategy. Marketers are constantly innovating to best attract a new customer base and maintain their current one. In the twenty first century, marketing has transitioned to promote social progress and providing new opportunities worldwide. The interconnectivity of global pop culture has produced tremendous opportunity for marketers to extend the reach of products and services. Communications between countries has never been easier than it is now. Both developed and developing countries rely on the internet to share ideas and values. This allows a

¹ Visaggio, Brian. "If It Doesn't Sell, It Isn't Creative: 5 Maxims from the Golden Age of Advertising Every Marketer Should Memorize." HubSpot Blog. February 25, 2016. Accessed September 05, 2018. <https://blog.hubspot.com/marketing/maxims-from-golden-age-advertising>.

marketer's reach to be endless. However, marketing campaigns will be unsuccessful with generic worldwide approach. Just because a marketing strategy worked in the United States does not mean that it will work in Asia. Marketers must factor in the diverse regions of countries who have differing cultures and customs. Additionally, they must recognize differing populations sizes, education levels, exposure and incomes. Therefore, if done successfully, marketing specialists possess the innate ability to advance society on their terms.

My goal is to illustrate how better we are being marketed, and the insurmountable components that go into penetrating a new market. More specifically, I will present how an American company like Starbucks was able to hook China on coffee, when their drink of choice was green tea. Secondly, how Ikea, a Swedish company, could penetrate the global market by introducing cheap do it yourself furniture. Lastly, how Unilever has used sustainability to transform their business for the betterment of society. By representing these case studies, it will give us a better understanding of how marketing can be used as a mechanism to promote future change and globalization in regard to sustainable triple bottom line practices. Additionally, I will give a brief overview of my own experience of how marketing has affected my behavior and purchasing decisions while I was traveling abroad and in the United States.

Background

The structure of all marketing plans relies on the four p's consisting of product, price, promotion and place. For a strong campaign, it is imperative to start off knowing exactly what your product is and how it differentiates itself within the marketplace. In the product stage, the marketer will ask themselves questions like what does the consumer want or need from this

product/service? Price controls how the product is marketed. The price of the product will determine the supply and demand of the product as well as the profit margins. After establishing a concrete product and price, promotion becomes the primary focus. This is where we see marketing influence the consumer through advertising, social media and the positioning of the product. Lastly, place is essential because it must be in the right place at the right time. When determining place, the marketer will ask themselves what kind of store best fits this product? Is it best situated for a boutique or general store? It is important to breakdown each of these components to understand what goes through the minds of companies marketing teams because if one of the them is not where it should be the product or service will fail.²

A trend that is being implemented into companies' business strategy is sustainability. Sustainability has many different definitions attached to it. The Environmental Protection Agency defines it as "to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations."³ However, sustainability in business differs slightly. It determines the company's outlook and culture by implementing the triple bottom line into their strategy. This concept stresses the inclusion of environmental, social and economic obligations into the company's business model.⁴ When I evaluate the company's Starbucks, Ikea, and Unilever I will breakdown how they were able to penetrate new markets by using this framework, and holding sustainable practices at the forefront of their business models.

² Osiri, J. K. 2013. "ENTREPRENEURIAL MARKETING: ACTIVATING THE FOUR P'S OF MARKETING STRATEGY IN ENTREPRENEURSHIP." *Entrepreneurial Executive* 18, 1-6. *Business Source Complete*, EBSCOhost (accessed September 5, 2018).

³ "Learn About Sustainability." EPA. October 18, 2016. Accessed September 05, 2018. <https://www.epa.gov/sustainability/learn-about-sustainability#what>.

⁴ Ottman, Jacquelyn A. 2011. *The new rules of green marketing: strategies, tools, and inspiration for sustainable branding*. Sheffield [England]: Greenleaf Publishing.

This allows the companies to become more than just their product and further build themselves as a brand. These three companies have set themselves up for the future by expanding and testing their product in new market places and implementing ethical practices. They stay a step ahead of their competitors and continue to grow the power of their brand.

With company trends advancing their role in the triple bottom line, data has been conducted to determine its impact. In this study, 1000 United Kingdom residents were surveyed with the effort to analyze what consumer thought was normal and not normal with sustainability efforts, and therefore tries to discover ways of adaptation. The authors argue that “creating meaningful progress towards sustainability requires more radical solutions than just the development of new products and product substitutions amongst consumers’.”⁵ The research found is that the consumer conceptualizes sustainability efforts and behaviors as either normal or not normal. Meaning based on this study, social normalization of sustainability marketing efforts will be a gradual process before it is considered to represent the mainstream. This ideology was shared by the respondents recalling the life cycle of the paper bag. In the 1960’s, taking bags to the grocery stores were normal. This later changed when the stores started to provide plastic bags for their customers, which phased out the customer bring their own bags making it not normal. However, with a recent revolt against the use of plastic, the bringing of your own bags has become normal again.⁶ This small study can serve as a focal point for green innovators such as Starbucks, Ikea and Unilever because it proves that simply stating something is sustainable does

⁵ Rettie, Ruth, Kevin Burchell, and Debra Riley. 2012. "Normalising green behaviours: A new approach to sustainability marketing." *Journal Of Marketing Management* 28, no. 3-4: 420-444. *Business Source Complete*, EBSCOhost (accessed September 5, 2018).

⁶ Rettie, Ruth, Kevin Burchell, and Debra Riley. 2012. "Normalising green behaviours: A new approach to sustainability marketing." *Journal Of Marketing Management* 28, no. 3-4: 420-444. *Business Source Complete*, EBSCOhost (accessed September 5, 2018).

not always work, the company must go beyond that to influence the consumer. Consumers will see through the real and the fake, which is why devotion to sustainability and the triple bottom line must be an integral part of the business model to succeed.

For Starbucks, Ikea and Unilever sustainability coincides with their 4 p's of marketing. They determine the sourcing of their products and the materials that go into them. They control the working conditions of their workers from the top down. The three companies control what they do with their profits and through that establish their why. Transparency in their marketing plans will create an effective way to promote their brand and extend their reach and positive impact.

Starbucks Case Study

Starbucks has distinguished themselves in the American market has a premier coffee chain. With this, they have built tremendous brand power and almost an allure through exclusivity. However, at the start of the new century Starbucks turned their attention to expanding to new markets. Starbucks looked towards the rapidly growing Chinese economy as a new target market. This was a significant challenge to the Starbucks marketing team because Chinese consumers because drinking coffee was a foreign concept to them. Therefore, extensive market research was critical to deter Chinese consumers into drinking coffee. Present day, the job Starbucks did in their market campaign in relation to the four p's has been held in high regard as the picture-perfect way to penetrate a foreign market without impeding on their culture or customs. Additionally, Starbucks has been a major player in the introduction of the triple bottom line in their business strategy, and have taken full advantage of their reach and platform to promote change.

When Starbucks first considered expanding to China, they did not want to come across as offensive and infringe on Chinese culture. The last thing they wanted was to be that arrogant Western company to expect immediate success. Starbucks knew that coffee was not a popular drink in China so that attitude was not going to fly. For instance, the drink of choice in China was green tea. Starbucks did not enter China with flashy commercials and street advertisements trying to entice the Chinese consumer to drink coffee, but instead opened their first location in a high traffic area in Beijing where posh stores were located. By opening their stores in high traffic areas, Starbucks tied their brand to the likes of Louis Vuitton and Gucci (which have been extremely successful in China), and portrayed their brand image as exclusive. Right off the bat, with their first store location, Starbucks exemplified mastery of place. They knew exactly where to open their store so it would catch the eye of the consumer and tie their brand to popular and exclusive brands in the area.⁷

Rather than competing with green tea, Starbucks offered drinks that were hybrids with coffee and green tea. This helped spark the transition to coffee and influence consumers towards their brand, and eventually leading the consumer to full adaptation to the taste of coffee. By tweaking their product and marketing strategy outside of their generic United States items they broke into the Chinese market, and created a distinguished product for consumers to know and expect.

Market research reigned supreme for Starbucks. They understood that China in its entirety is a complex market and is not one of the same. North, South and East China all differ from one another in terms of customs and culture. Knowing this, Starbucks strategically

⁷ DeVault, Gigi. "Market Research Case Study About Starbucks Entry to China." The Balance Small Business. May 15, 2018. Accessed September 05, 2018. <https://www.thebalancesmb.com/market-research-case-study-starbucks-entry-into-china-2296877>.

partnered with local coffee companies in each region to better understand and evaluate the consumers tastes. In the North, they partnered with Beijing Ma Da Coffee Company. In Eastern China, Starbucks partnered with a Taiwan-based company called Uni-president. And lastly, in the South, they partnered with Maxim Caterers. This was a brilliant strategy because their approach stretched to all of China, but they were able to localize their agenda by partnering with local businesses. To further master their promotion, Starbucks sold the experience. They brought over their best baristas to upstart their first stores in China. The best baristas trained Chinese employees on the ins and outs of coffee making and the daily functions. An allure to the company was created by the state-of-the-art appearance of the stores. Comfy sofas were all around, futuristic music was playing and of course there was the free Wi-Fi. This has attracted the younger generations of China, and hooked them on Coffee like so many Americans are. Starbucks established their brand image as hip and trendy and the next best thing.⁸

The triple bottom line holds great significance to Starbucks. They have targeted all three aspects of the definition. With their market penetration and global reach, they have shown ways to expedite social progress. In their fastest growing new market of China, they exemplified this by naming the first female CEO in Starbucks, Belinda Wong. This combats the rationale of naming only men CEO's and distinguishes their initiative for creating a fair working environment.

⁸ Fowler, Geoffrey A. 2003. "Converting the Masses: Starbucks in China." *Far Eastern Economic Review* 166, no. 28: 34. *Business Source Complete*, EBSCOhost (accessed September 5, 2018).

Figure 1⁹

The Four Fundamentals of C.A.F.E. Practices



The C.A.F.E referenced in Figure 1 stands for Coffee and farmer equity. In 2001, Starbucks adapted this platform to develop an ethical way of buying their coffee. This platform harnesses the triple bottom line criteria and implements it into their supply chain. To get accepted into the C.A.F.E, a third party must evaluate how the company equates to the criteria. Fair trade falls under this criteria. Fair trade coffee supports small independent farmers who are often impacted by large scale and environmentally degrading farming. In 2006, purchased more than 18 million pounds of Fair Trade coffee, an number that shattered their goal of 12 million pounds.¹⁰

⁹ 2006 Starbucks Corporate Sustainability report
<https://globalassets.starbucks.com/assets/4dd6216d0fd0400f8689ecea0497e04.pdf>

¹⁰ Corporate Social Responsibility |Starbucks Mission Statement." Starbucks Coffee Company. 2018. Accessed September 05, 2018. <https://www.starbucks.com/responsibility>.

Starbucks has been able to connect people over coffee everywhere they have gone. Typically, Starbucks serves as a meeting place for professionals to catch up and share ideas. This has been no different in China. By utilizing the 4 p's of marketing to the fullest, Starbucks China has taken off and has become part of their daily routine. Starbucks does not stop there, they use their reach and popularity to advance societal change, sharing new ideas in the future of globalization and promoting a future holding great equality.

Ikea Case Study

A brand that has become a household name is Ikea. Ikea has not only created a product, but also an experience. They have large warehouses stocked to the brim with different furniture designs, not to mention a food court famous for their Swedish meatballs. Ikea gives the consumer inspirations for their design mind. This is exemplified by the showrooms they neatly display all around their stores. The store is set up for the consumer to make an Ikea trip an all-day experience. This strategy almost always makes the consumer buy some things that were not initially on their shopping list.

Ikea has mastered the 4 p's of marketing. To start, we will look at the product: Ikea gives the customer a great deal of freedom with their "Do it yourself" model. This helps with transportability and creates a lower cost for the customer. All the Ikea products have names as well, meaning that the stores and customers are not reliant on remembering a complicated barcode. Ikea similar to the likes of a McDonald's hamburger is consistent. When you walk in the store you know what quality you will get as well as the experience.

Ikea has gained a competitive advantage through pricing strategies. Ikea prices all of their products ending with 99. With people reading left to right, Ikea found that people put more

emphasis on the first number. For an example, the price of 3.99 sounds better than the price of 4.

¹¹ This subconsciously creates a framework where the customer believes that they are getting a better deal than they actually are. Ikea also typically cuts prices while also referencing to their old price. This allows the customer to decide for themselves of the bargain that they are receiving.

Ikea utilizes all sorts of channels to market their customers. The Ikea catalog is integral to the success of the company. The catalog has been designed to create the store experience where there are complete room set ups allowing the customer to naturally put on their design hats. They are both published and can be found online. Ikea has adapted with social media marketing as well by running advertisement campaigns and constantly updating their website. A interesting example of how Ikea has responded to customer requests via social media was the hosting of a giant sleepover in the United Kingdom. Customers started a Facebook group named “I want to have a sleepover in Ikea,” Out of a group of 100,000 people, Ikea provided the sleepover experience to 100 winners. This illustrates a small example of how a big corporation provided a personal experience to promote their brand.

Ikea has 340 stores globally and continues to expand their ecommerce approach. In fact, Ikea has implemented pick up and drop off zones for their product, which gives them another way to engage and help their customer base. The store design is remarkable and maze like and keeps the customer in the store for a while. The location of the Ikea’s creates an ultimate shopping experience because they are typically found on the outskirts of cities. When a customer goes to Ikea, they are not going for a quick trip. The far locations ensure that you stay awhile.

¹¹ Burt, Steve, et al. “Standardized Marketing Strategies in Retailing? IKEA’s Marketing Strategies in Sweden, the UK and China.” *Journal of Retailing & Consumer Services*, vol. 18, no. 3, May 2011, pp. 183–193. *Business Source Complete*, EBSCOhost, doi:10.1016/j.jretconser.2010.09.007. Accessed 5 Sept. 2018.

This is proven by their food court highlighting their famous swedish meatballs. Ikea seeks the rewards for their strategically place locations.

Additionally, Ikea invests in their future by holding corporate responsibility and sustainability in the highest of regards. This helps with their brand reputation and makes their company larger than their product. They are fighting for a greener future and improving working conditions around the world. They are working towards being powered 100% from renewable energy and sourcing their materials from more sustainable sources. In addition to this, the company has donated over 1 billion dollars to climate action. Ikea recently announced a hefty goal regarding the transition to recycled and renewable materials . By 2030 they plan to only use these materials in their production. Currently sixty percent of Ikea's production are renewable materials and ten percent are recycled.¹² This plan will dramatically decrease the company's environmental footprint because the majority of their greenhouse gas emissions are derived from the harvesting of raw materials.¹³

Ikea is dramatically influencing how the world views furniture and social responsibility. They are using their platform to guide their consumers in a new direction. Currently, for a company to be successful it is about so much more than their product, and Ikea is a disruptive innovator in that front.

¹² Ringstrom, Anna. "IKEA to Use Only Renewable and Recycled Materials by 2030." Reuters. June 07, 2018. Accessed September 05, 2018. <https://www.reuters.com/article/us-ikea-sustainability/ikea-to-use-only-renewable-and-recycled-materials-by-2030-idUSKCN1J31CD>.

¹³ Cosmo, Danielle Elizabeth, and Kun Yang. "A Further Strategic Move to Sustainability--A Case Study on IKEA." *Journal of Strategic Innovation & Sustainability*, vol. 12, no. 2, Dec. 2017, pp. 39–47. *Business Source Complete*, EBSCOhost, login.libproxy.scu.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=127653332&site=ehost-live. Accessed 5 Sept. 2018.

Unilever Case Study

Unilever is transforming their marketing strategy to better suit themselves for the future. The company has recognized an increased need for improving digital marketing to reach new customer bases. In effort to do so, chief marketing officer, Keith Weed and Unilever, are implementing a 5C's approach with the goal of evolving with the digital age, but not losing focus of their brand mission. The 5C's stand for consumers, connect, content, community and commerce.¹⁴ The 5C's stand along with the devotion to 4p's to help evolve the brand. Unilever wants to cut the chaos and empower the consumer, they will do this by anticipation. The most important part is connect. Weed states, "Today's ad experience is not in line with the empowered consumer expectation of faster, better, more relevant content."¹⁵ Unilever is striving for thirty percent less advertisements, but more relevant and effective ones. This idea coincides with the content component because "people do not hate advertisements. They hate bad advertisements."¹⁶ Unilever will continue to try to spot the trends before they happen by engaging in the diverse global community which harnesses seven billion people. Lastly, by innovating the commerce experience, Unilever, will appeal to more customers because according to the marketing team, the emphasis is no longer solely on buying, but the experience. Unilever's adaptation of the 4p's portrays how marketing managers can shift the direction of the future by guessing and catering to

¹⁴ Gwynn, Simon. 2017. "Unilever's '5C' strategy heralds 'functional' shift in marketing." *Campaign 17. Business Source Complete*, EBSCOhost (accessed August 20, 2018).

¹⁵ Rezvani, Justin. "Unilever's Brand Strategy, The 5C Framework, Sums Up Perfectly The Value of Influencer Marketing." Medium. October 17, 2017. Accessed September 05, 2018.
<https://medium.com/the-mission/unilevers-brand-strategy-the-5c-framework-sums-up-perfectly-the-value-of-influencer-marketing-4d3a221bf68c>.

¹⁶ Tan, Emily. "Unilever Marketing Boss Weed Reveals 5C Brand Strategy." Campaign US. September 25, 2017. Accessed September 4, 2018.
<https://www.campaignlive.com/article/unilever-marketing-boss-weed-reveals-5c-brand-strategy/1445575>.

the needs of customers before the customer even recognize their needs. By Unilever switching up their marketing approach it proves the innate ability of a marketer to trigger globalization.

This strategy of an e-commerce approach has paid off for Chinese phone retailer Xiaomi. Xiaomi only sells their product online which decreases operational costs by a great margin. The place of internet only makes it easier for the customer to interact with their product from the comfort of their home.¹⁷ Unilever will have a similar approach where they will no longer advertise as much, but instead focus on the effectiveness of the them. Unilever may want to look at Xiaomi's model of business for future brand development through e-commerce. This proves how marketers forever change the landscape of how consumers are interacted with.

Unilever is a business that has set the bar for sustainable practices. When now CEO Paul Polman took over in 2009 he no longer released quarterly earnings to the stakeholders. With this, Unilever pivoted in a new direction because their mindset and business model was not for the short-term, but instead the long-term. As you can image this did not excite all the investors. However, according to Polman this naturally attracted the right people that were one-hundred percent behind the company's mission. Under Polman's leadership Unilever's first initiative was the ten-year sustainable living plan. The plan consisted of three major components which set out to improve the health and well-being of more than one billion people, cutting environmental impact in half and the enhancing the livelihoods of millions.¹⁸ Unilever lives and breathes sustainability and the triple bottom. Due to the wide range of Unilever's products this create an

¹⁷ Lee, Y. L. (2017). Blue Ocean Strategy in Online Marketing: Case Study of Xiaomi's Business Model in China. *Annual International Conference On Business Strategy & Organizational Behaviour (Bizstrategy)*, 33-39. doi:10.5176/2251-1970_BizStrategy17.10

¹⁸ "Sustainable Living." Unilever Global Company Website. 2018. Accessed September 05, 2018. <https://www.unilever.com/sustainable-living/>.

immense challenge but a tremendous opportunity because of the extensive reach of their products. Their products range from Ben & Jerry's Ice Cream to Dove soap and Axe body spray.

Unilever's commitment to the triple bottom line makes them an innovator for sustainability in business. By analyzing the three goals of Unilever we can see how great of an impact they have made by implementing sustainability measures into their four p's marketing strategy. The first goal was tackled through marketing and outreach by addressing drinking water, sanitation and improving nutrition in their products. By marketing and setting up programs, Unilever has reached over 601 million people promoting hand washing, oral health, mental health related issues and safe drinking water.¹⁹ Unilever used their vast personal care brands to tackle this global issue head on. Their health and hygiene brands consist of Lifebuoy, Domestos, Signal, Pureit and Vaseline. Unilever put their brands to use by helping save lives. Not only do Unilever's social actions drive progress but it has shown to benefit their business as well because it drives market development.

Unilever seeks to educate and improve nutrition. They have already achieved the highest nutrition standards in thirty nine percent of their food brands. This was tall task considering some of Unilever's food products being Ben & Jerry's Ice Cream and Hellmann's mayonnaise Polman's tireless pursuit of maximum implementation of the triple bottom line in his business has proved to beneficial under all fronts. Polman illustrates this by stating, "Next to our moral obligations to address food system challenges, it is an enormous business opportunity. Achieving food security could create 80 million jobs and unlock 14 major business opportunities worth \$2.3

¹⁹ "Sustainable Living." Unilever Global Company Website. 2018. Accessed September 05, 2018. <https://www.unilever.com/sustainable-living/>.

trillion annually by 2030.”²⁰ Unilever is utilizing their approach to drive positive change and successful business. To further improve nutrition and present transparency in their business model, Unilever formulated a sustainable nutrition plan to ensure farm to fork. This demonstrates Unilever’s commitment to their product, they want it to be the best in all facets of the consumers life. Unilever, additionally, promotes their brand by setting lofty goals for themselves to better society and their business operations.

Unilever did not stop at improving health and being they made significant strides in cutting their environmental footprint. Comparative to the companies 2008 baseline which was the year before Polman took over the results have been inspiring. In their production chain, Unilever has successfully eliminated forty-seven percent of CO2 emissions. Water usage has decreased by thirty-nine percent and the most staggering has been a ninety-eight percent decrease in their direct waste disposal. Unilever’s goals are in relation to the United Nations sustainability goals. The goals held closest to the business model of Unilever are sustainable agricultural and sourcing practices and serving as a leader for how to implement sustainability into business.²¹ By cutting their environmental footprint, Unilever enhances the strength of their brand image.

The third goal Unilever has made strides in is the enhancing of livelihoods. Unilever engages and has had the most success in developing and emerging markets. The company works to drive fairness in the workplace, progressing the impact of women in the workplace and inclusion in their business model.

²⁰ "Improving Nutrition." Unilever Global Company Website. 2018. Accessed September 05, 2018.

<https://www.unilever.com/sustainable-living/improving-health-and-well-being/improving-nutrition/>.

²¹ Mizera, Sue. 2013. "Sustainability at Unilever: An interview with Lesley Thorne, Global Sustainability Manager." *Journal Of Brand Management* 20, no. 3: 191-195. *Business Source Complete*, EBSCOhost (accessed September 5, 2018).

Personal Experience with Marketing

From when we first step foot onto Earth, we are being marketed. Even as babies parents are marketed to make decisions for us. The effects of the four p's are constantly around us and swaying our judgement. In relation to Starbucks, Ikea and Unilever, I have had unique marketing experiences to all of them.

In my hometown, Starbucks was always the place to meet professionally, chit chat or get some work done. They have appealed to the suburban family in all aspects because there is a product for mom, dad and the kids. I can imagine that Starbucks has in a sense successfully replicated this experience in China. The vibe of each store and the customers tend to want better themselves and make the most of their opportunities. The last time that I was in Starbucks, I noticed that many people were having what seemed to be business discussions, taking phone calls and on the move to their next location. Productivity aligns with the brand of Starbucks.

I have been going to Ikea all my life. Whether it was trips with my mom or moving into my college dormitory room, Ikea has been the place to go. As far as I can remember the Swedish product names, simplicity of designs and DIY products have always fascinated me. My family and I have always been conscious about our impact on the environment and it is great to see how Ikea has taken the initiative to cut back their footprint because the furniture business is not always the most humane.

Prior to evaluating Unilever's marketing campaigns and previous business coursework, I did not acknowledge how extensive their product line was. Unilever, in my opinion, has progressed into the picture perfect company because of how successfully they are, but more

importantly how they present themselves and embrace the challenge for global betterment. For millennials like myself, with a passion for the triple bottom line, I will continue to look for similar companies to Unilever.

Conclusion

After highlighting three companies that have used their marketing agenda to unite and globalize we can see how it becomes so much more than just the product. For instance, China has caught onto the coffee drinking ways to catch up with people and network. Ikea has used their platform not only to renew the way we look at furniture but also advance social progress through working conditions and the environment. Unilever has served as a catalyst and poster child of how to implement the triple bottom line into a business model. These brands maximize their opportunities by selling their brand and mission for future success.

These factors are significant because they exemplify how pop culture and marketing campaigns can unify people and create an interconnectivity between countries. So much is going on today in terms of violence, political tensions and strong reform on the future. These companies march to their own drum and plan for the future, and do what they believe to be right. This allows marketing to transcend boundaries and cultures to establish even ground. I truly believe that it is a remarkable thing.

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